



USAID | **JORDAN**
FROM THE AMERICAN PEOPLE

53420 MARKETING PLAN FOR DALLILi MOBILE APPLICATION

FINAL

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Developed by
Jordan Tourism Development Project

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.



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JORDAN TOURISM DEVELOPMENT PROJECT (JTDP)

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This publication was produced by the USAID/Jordan Tourism Development Project, under the direction of Ibrahim Osta, Chief of Party.

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ABBREVIATION

App	Application
B2B	Business To Business
B2C	Business To Client
FB	Facebook
FIT	Frequent Individual Travel
JHA	Jordan Hospitality Association
JITOA	Jordan Inbound Tour Operators Association
KPI	Key Performance Indicators
PR	Public Relations
QR	Quick Response
ROI	Return On Invest
SWOT	Strength, Weaknesses, Opportunity and Threat

1. DALILI GUIDE TO JORDAN



1.1 ABOUT DALILI

Dalili guide to Jordan is a free location based app with content on where to go and what to see in Jordan ranging from hotels and restaurants to tourist attractions and historical sites. Dalili produces results according to a user's physical location and what they've chosen as their places of interest. The app provides content on locations consisting of general information, contact information, videos, images and more. Dalili is available as a free App in both the Apple App store as well as the Android App store.

1.2 MARKETING DALILI APP

The challenge with successful App marketing is that it has become an overcrowded and over subscribed marketplace, with thousands of new Apps being added daily.

When marketing apps it is very easy to expend time and budget on awareness raising and branding without actually achieving measurable profile and downloads. It is essential that the marketing strategy identify the exact audience for the app (fortunately this has very finite parameters) and channels by which they can be reached and measurable key performance indicators (KPIs) for each activity to ensure that the budget creates practical, attainable and measurable ROI.

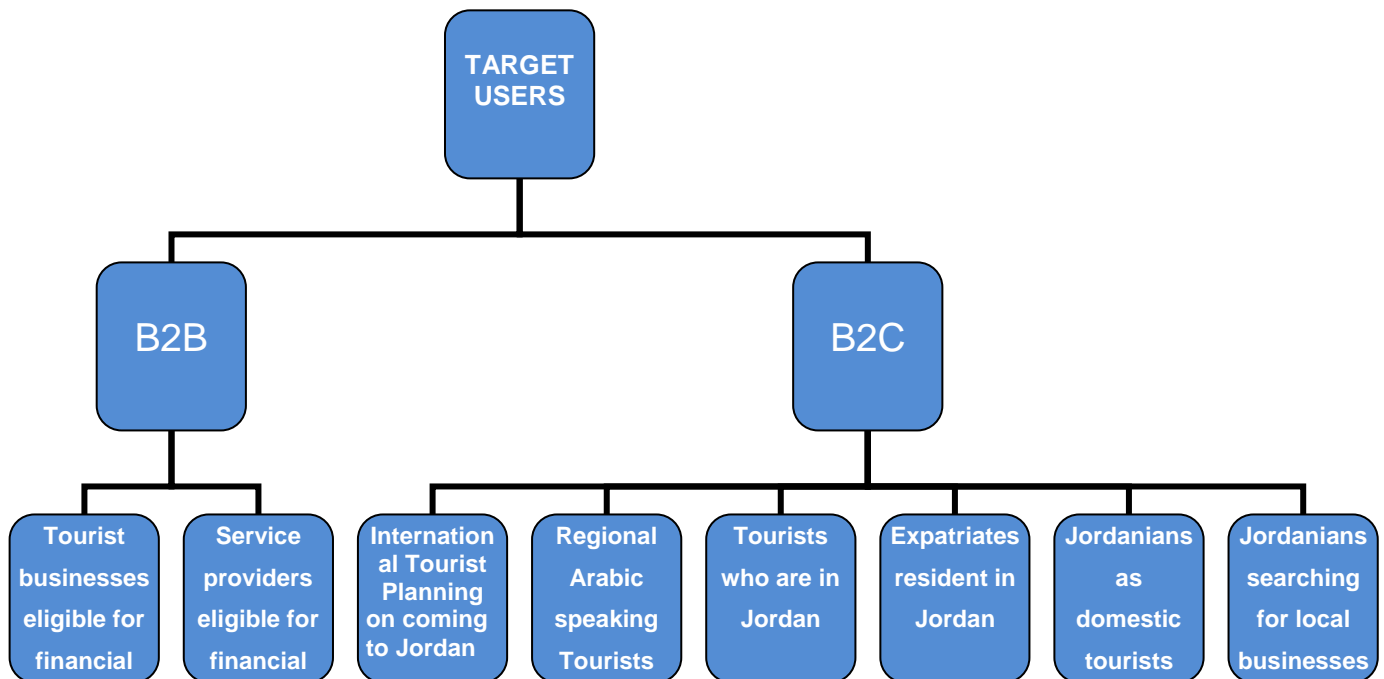
2. THE MARKETING APPROACH

Because of the revenue model being taken by Dalili, there are some unique challenges. The revenue is generated via B2B model of marketing the app as a resource for local businesses but requires considerable B2C marketing and co-op marketing in order to demonstrate value to potential clients. The plan therefore must address both of these areas. The way in which Dalili aims to make profit, is through properties subscribing to the App and paying a yearly fee to have access to their listing on Dalili enabling them to add content, photos, links to their website, a booking button and more. In order for companies to view Dalili as an established App worth investing in, Dalili must optimize their B2C marketing to attract a solid user base that will in turn attract more business subscriptions.

3. MARKETING GOALS

The desired goals is to increase the amount of Dalili App downloads, creating brand recognition for Dalili as the 'go to' resource for location based tourism content in Jordan, thus helping the increase revenue and subscription via business listings.

4. TARGET USERS



Target users are demonstrated in the diagram below:

4.1 BUSINESS TO BUSINESS (B2B)

- Tourist businesses eligible for financial listing in the app which includes hotels, restaurants, tourism service providers (activities and experiences) as the main target audience
- Service providers eligible for financial listing in the app

4.2 BUSINESS TO CLIENT (B2C)

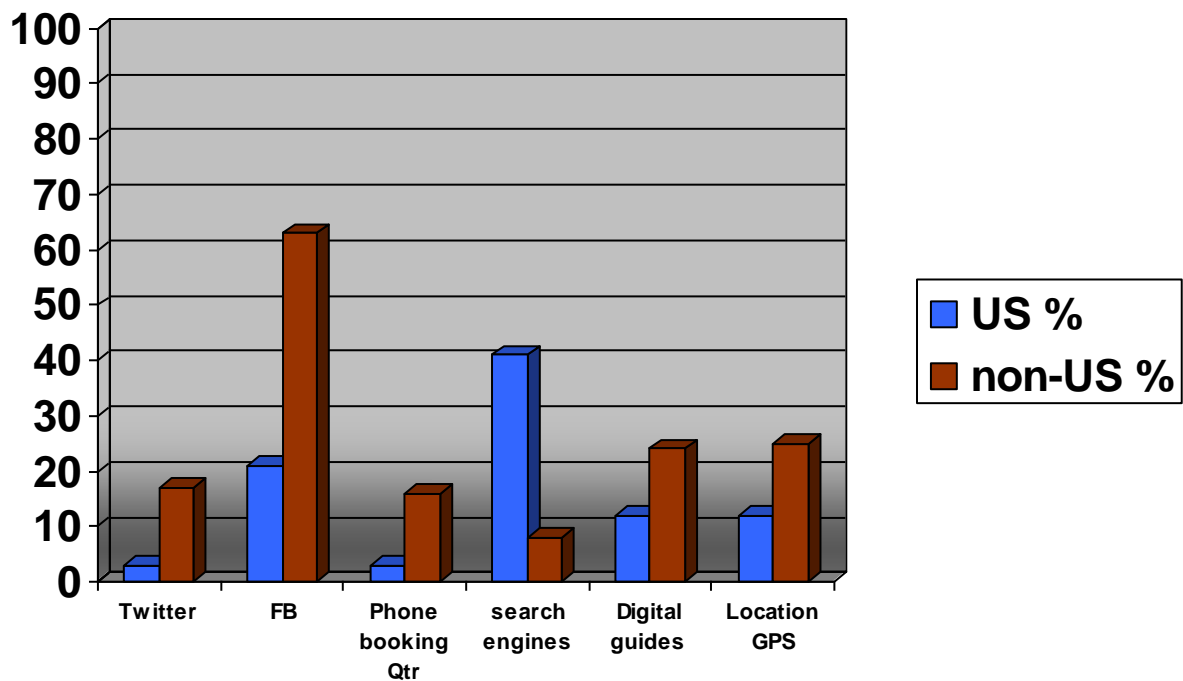
- International and regional visitors planning on coming to Jordan
- Visitors already in Jordan
- Expatriate residents in Jordan
- Jordanians as domestic tourists
- Jordanians searching for local businesses

5. SWOT ANALYSIS FOR DALILI

In order to ensure the effectiveness of the marketing campaigns for Dalili, a simple SWOT analysis will help to identify areas of focus and structure the campaign.

5.1 STRENGTH

- Travel and technology have always worked well together creating an ideal user platform for the app. Statistics show that in 2010 nearly two in ten travelers (19%) downloaded a travel-related app to their smart phones and one in six travelers booked air travel, lodging, or viewed a visitor guide that provides information on things to do and see while visiting a destination. These numbers were predicted to have greatly increased by 2012 as more and more people adopt smart phones with internet connectivity. With an average of 7 million tourists coming into Jordan yearly this creates a large market for Dalili to access.
- If Dalili were to optimize its user friendliness, it would have virtually no competition in the local market in terms of an app that has this kind of advanced functionality as well as in depth local content on such a vast amount of locations. However, new apps are beginning to appear in the market and it is important for Dalili to continue offering the best all fronts in terms of content and ease of use of the App.
- Dalili is a free app making it easy to market as it comes at no cost to its users.
- The time is right for an app such as this one to become available to travelers to Jordan. Global stats such as these from a recent WTTC survey on technologies used by travelers show that Location Based Apps are an important part of the modern travel experience:
 - Twitter: 3% (US) and 17% (non-US).
 - Facebook: 21% (US) and 63% (non-US).
 - Phone booking: 3% (US) and 16% (non-US).
 - Metasearch engines: 41% (US) and 8% (non-US).
 - Digital guides: 12% (US) and 24% (non-US).
 - Location GPS apps: 12% (US) and 25% (non-US).



Google Search results for "app guide to jordan".

Web Images Maps Applications More Search tools

About 182,000,000 results (0.26 seconds)

Field Guide to Jordan > App
www.fieldguidetojordan.com/html/app.html
 A comprehensive **guide** with beautiful photographs and concise descriptions of **Jordan's** diverse wonders. This compact book is for locals and visitors alike to ...

Dalili: Guide to Jordan - Android Apps on Google Play
<https://play.google.com/store/apps/details?id=...daliliguidejordan...>
 ★★★★★ 2 votes - Free - Android
 Jan 6, 2013 – About Dalili to **Jordan** Dalili to **Jordan** is a location based **guide to Jordan**, it is your instant source of information about places, events, objects ...

Jordan Travel Information and Travel Guide - Lonely Planet
www.lonelyplanet.com/jordan
 Jan 22, 2013 – **Jordan** tourism and travel information including facts, maps, history, culture, transport and weather in **Jordan**. Find popular places to visit in ...

Jordan Travel Guide on TripAdvisor
www.tripadvisor.com/Travel_Guide-g293985-Jordan.html
 ... other Travelers. TripAdvisor is the source for **Jordan** information. ... **Jordan** Travel **Guide - Jordan** Visitors **Guide** ... **FREE Mobile App**; International Sites. Home ...

Jordan Guide -- National Geographic
travel.nationalgeographic.com/travel/countries/jordan-guide/
 A **guide to Jordan** with articles, photos, facts, videos, and news from National ... Picture of Nymphaeum ruins, Jarash, **Jordan** ... Download: National Parks **App** ...

Dalili: Guide to Jordan for iPhone 3GS, iPhone 4, iPhone 4S, iPhone ...
<https://itunes.apple.com/app/id580128208?mt=8> - United States
 Dec 17, 2012 – Read reviews, get customer ratings, see screenshots, and learn more about Dalili: **Guide to Jordan** on the **App Store**. Download Dalili: **Guide to** ...

Ijazza Guide to Jordan
www.ijazza.net/
 Ijazza - **jordan** mobile **guide** : Have the exquisite **guide to Jordan** listing all hang-out spots ... Our **application** is certified and easily downloadable on your mobile.

App Shopper: Jordan Tourism Guide (Travel)
appshopper.com/travel/jordan-tourism
 Jan 23, 2013 – **Jordan** Tourism **Guide**. iOS Universal. This **app** is compatible with iPhone, iPod touch & iPad. This is a serious iOS app, not just a gimmick.

5.2 WEAKNESSES

- The maps on Dalili are not downloadable which means that users can only use the app while online. Seeing as very few, if any, travelers roam while on their trips due to high roaming charges, and as WiFi in Jordan is usually not available publicly, this causes a significant problem for the app.
- Once the map is clicked on within the Dalili App, it takes the user out of the Dalili App and into Google maps, this is unappealing to users and hinders ease of use.
- One of the main strengths of the app is its ability to use GPS technology to locate sites- but for most
- The app has a relatively strong search profile and appears in a top 10 search for App Guide to Jordan
- Travelers this functionality will not be possible to use.
- For the Dalili App to gain users, it needs to show case strong content, however for Dalili to gain a thorough amount of content on its properties, it needs these properties to subscribe to Dalili and update their content, which they will only do if they find that Dalili has a large amount users and is an App worth investing in.

5.3 OPPORTUNITIES

- As a free app, travelers would be highly encouraged to download it as it comes at no cost to them.
- The Dalili app can work as an added value offering for tourism stakeholders which is an easy way to encourage cooperative marketing
- The revenue model is appropriately scalable for coop marketing: Dalili can offer hotels a discounted membership fee for having the App appear and be downloadable through their official hotel websites, as well as suggested to their guests at check-in and through their concierge service.
- While hotels are the most ideal and obvious collaboration, Dalili can likewise seek out other tourism related businesses, e.g. Restaurants, Tour Operators who cater for FIT's, and Car Rental Companies for similar mutually beneficial collaborations of promoting the App in return for discounted membership.

5.5 THREATS

- Technology moves at a fast pace and apps with advanced functions are constantly being developed and launched. To ensure competitiveness over potential new apps that could compete with Dalili and provide more advanced functionality, Dalili needs to keep up to date with the latest technologies and maintain continuous development of the app as needed.
- The online space provides the most effective way to reach the largest number of potential users world wide, however the online space is also highly competitive and cluttered with information, to stand out and reach the right target market a strategized plan needs to be developed with someone familiar with social media platforms and online marketing to implement it. Dalili at present does not have a dedicated online or social media manager to handle online marketing of the App.
- When marketing an App, it is easy to fall into spending time and money on creating brand awareness without actually getting any increased downloads and revenue. For that reason it is important to follow a targeted marketing plan that ensures achieving both; creating brand awareness and increasing subscriptions to ensure content quality and profit making.
- Competition is emerging such as the iJazza App currently in Beta testing: <http://www.ijazza.net/page.php>. Dalili also has competitors that may not compete with what Dalili has to offer over all, but with a specific niche of Dalili's offerings, e.g. the ifoodjo App which is specifically for restaurants. The Jeeran and Wain Jo Apps could also be seen as competition.

Strength	Weaknesses
<ul style="list-style-type: none"> -More smart phones used. - No competition in the local market -free app - Global stats such show that Location Based Apps are an important part of the modern travel experience. -strong search profile in a top 10 search for App Guide to Jordan. 	<ul style="list-style-type: none"> -Online application -Goes to Google map, if the map is pressed. -GPS function will not be possible to use by travelers. -Threats to Tour Operators as it encourage independent travel. -Gaining users needs a strong show case content, and to obtain a thorough content we need users.
Opportunities	Threats
<ul style="list-style-type: none"> -It is free so it will encourage travelers to download it. -Work as an added value to tourism, and encourage the cooperative marketing. -The revenue model is appropriately scalable for coop marketing. -Despite the hotels Dalili can likewise seek out other tourism related businesses. 	<ul style="list-style-type: none"> -Dalili needs to keep up to date with the latest technologies. -The online space is also highly competitive and cluttered with information. -Marketing the App, costs time and money on creating brand awareness. -Competition is emerging.

6. RECOMMENDATION.

In order to make use of the Strengths, exploit the Opportunities, Reduce the Weakness and mitigate the Threats a strategic marketing plan needs to be implemented with clearly defined activities and measurable KPIs for each one.

The following are the recommended actions:

6.1 INTERNAL

- Dalili should explore the possibility with their App developer of creating a **downloadable version** of the App that does not require WiFi to function. This would eliminate the single largest weakness in the product.
- Dalili should also develop the App so that the Google Maps open up within the App window.
- Additionally Dalili can seek out telecom companies e.g. Orange or Zain to include the app in their **prepaid SIM cards** that come with a prepaid internet connection. Dalili can offer the telecom company branding on the app in return for it being embedded into their SIM cards.
- An **online marketing professional** should be hired to work develop Dalili social media presence and train in-house employee (s) on how to handle and implement the digital marketing of the product. While engaging agencies or consultancies is suggested for the initial work or major

campaigns, most of this work can be, and should be, handled in house. The employee should then be able to handle Dalili's Facebook and Twitter pages, posting daily, replying to messages and posts, handling Facebook advertising, updating the website when needed, and handling the YouTube channel.

- To avoid the issue of needs quality content by subscribers to gain users, and needing users to gain subscribers, Dalili could offer businesses a free trial period to gain initial content and traffic.

6.2 POTENTIAL ADD ON'S

Dalili should consider developing additional features to remain competitive against other Apps such as:

- Pop Up adds that subscribers can pay to appear on their Dalili profile advertising an event or a special offer.
- The ability to check in to properties and leave a tip about the place. This creates more engagement with users.

Dalili should continuously assess its competition and ensure that it can provide the same level, if not higher, of functionality and usability.

7. BUSINESS TO BUSINESS & COOP MARKETING

A marketing kit should be made for sending to potential business partners (hotels and tourism businesses) this should include all of the information about the App, links for download and short video walkthrough of the App on YouTube - The short video walk through should be viewed by hotel staff handling concierge service who will be promoting the App to visitors and a scaled partnership costing based on participation in coop marketing ventures

The marketing kit should consist of a Dalili branded folder, including all of the above information, to be distributed to hotels, restaurants and other tourism businesses. Hotels will be the ideal partner for cooperative promotion of the App and a useful added value offering from the hotel for its visitors. Dalili can initiate this process by approaching JHA for support in facilitating access to hotels and presenting them with this opportunity.

E-Shots should be sent out by USAID/Tourism Project, JITO or JHA, to their data base, promoting Dalili as a preferred App. Resources for coop marketing should be developed, such as Dalili download buttons that a business can easily add onto their website and Dalili signage or flyers that can be used at concierge desks. Dalili could provide properties that subscribe to the App with stickers that they can showcase at their property showing that they are located on Dalili. This would work well for restaurants in a similar way to how they have stickers on the door showing that they are Zagat rated.

Business to client clientele are very unlikely to visit the **Dalili website**, as they will simply download the app from iTunes or the Play store or from an ad. The website should be optimized as a Business to business tool. The site should be where interested properties and attractions can locate information on listing with Dalili, membership and the points system. The website should also have a contact form available for inquiries, a subscription form for interested properties with the option to pay online, as well as the option to download the App. While the site should be geared towards Business to business, it should still remain appealing to Business to client visitors, should they land on it, with touristic info, promotional offers, events etc.

Discussions should be initiated with hotel and other business partners to explore potential for **cooperative campaigns**- either independently or as part of existing campaigns. For example Dalili could offer its B2B members an added service of posting **Coop FB Offers** on their behalf, this gives Dalili listings added exposure, and provides dynamic content for Dalili's FB page, e.g. *'Today is International Women's Day and Jo Bedu are offering a 20% discount for all women shopping today.'*

8. BUSINESS TO CLIENT MARKETING.

Business to client marketing will be predominantly carried out through the use of social media channels including Facebook, Twitter and YouTube.

8.1 FACEBOOK

8.1.1 Facebook Objectives:

- Increasing brand awareness through engaging with fans. This can be measured through an increase in Likes, and more importantly a healthy number of fans (around 10%) 'talking about this' i.e. engaging with Dalili's posts.
- Increasing the number of downloads through the FB page. This can be determined through the download analytics as they show the source of the download.
- Ensuring FB Ads are working properly by aiming for a 1-2% click through rate on all launched ads and monitoring ad responses to ensure market targeting is working properly and adapting advertisements accordingly.

8.1.2 Creating a Facebook Fan Page

- The profile picture should be the Dalili logo resized to fit into the Facebook profile picture box. This photo should never change and always remain as the logo.
- The cover photo should be an attractive image of Jordan or a tourist using his/her smart phone somewhere scenic in Jordan, anything that would look appealing. This photo can be changed every once in a while.

- The following tabs should be added to the page; an about Jordan tab with links, a tab with a downloadable version of the App – Dalili would need to check with their third part developer to see if a FB download widget can be developed and placed on the Fan Page.
- Facebook posting should average at 5-7 times a week. Setting a theme for each day will ensure content remains interesting and dynamic; Sunday – a photo, Monday – an interesting fact about Jordan, Tuesday – a coop promotion with a Dalili subscriber, Wednesday – a video link, Thursday – about an event happening, Friday – another coop promotion with a Dalili subscriber, Saturday – downloadable content, e.g. a recipe.

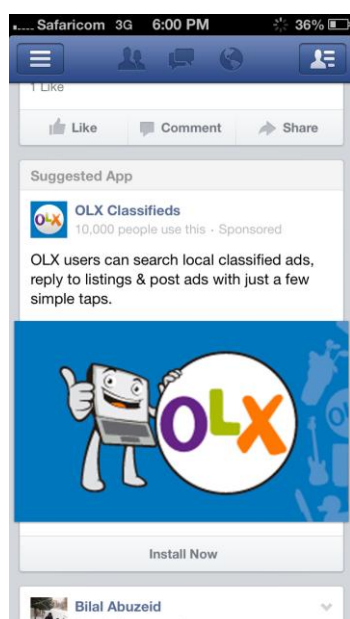
8.1.3 ADVERTISING ON FACEBOOK

Dalili should develop a mix of Text Ads, Suggested App ads for mobile and Promoted Posts about the App.

Target audience of the ads should be US, UK, India, Saudi, UAE, Kuwait, Bahrain, Oman. Aging between 30-55 years of age. Male and Female employed college graduates.

Key words to be used: Jordan, Travel, Guide, Petra, Dead Sea, Wadi Rum, Aqaba, Amman, Queen Alia International Airport, Culture, Cuisine, Sites, Attractions, Restaurants, Hotels, Places of Interest, Middle East. Total audience for these demographics is approx. 32,000,000 people with an estimated rate of 35 US cents per click.

Advertising text should include the words - Jordan, Travel, Guide, Free, App. All ads should direct to the App download tab on the Dalili FB page.



Note: The FB advertising model is constantly changing and new features are frequently being launched so it is important to keep up to date and adapt the use of FB advertising as needed)

Use Facebook analytics to continuously manage and monitor how your page, posts, and ads are working.

8.2 TWITTER

- Create a Twitter account with the handle @DaliliJordanGuide
- Tweet around 5 times a day
- Use HootSuite or TweetDeck to schedule and manage tweets
- Follow travel journalists, travel communities, tourism stakeholders and official organizations such as JTB, JHA, JITO and look at their followers to potentially follow
- Tuesday is #traveltuesday, the day that the Twitter travel community is most active. Be sure to get tweeting on that day.
- Many journalists use Twitter to get story ideas, leverage that aspect of twitter to engage with travel journalists who could potentially profile Dalili.

8.3 YOUTUBE

- Creation of a **YouTube Channel**. Dalili's hold creates a branded YouTube channel aggregating interesting, informative and entertaining videos about Jordan. This could include promo pieces about the App and download links, and embedded ads in the video content.
- The YouTube channel should be branded with Dalili colors and logo

8.4 OFFLINE ABOVE THE LINE

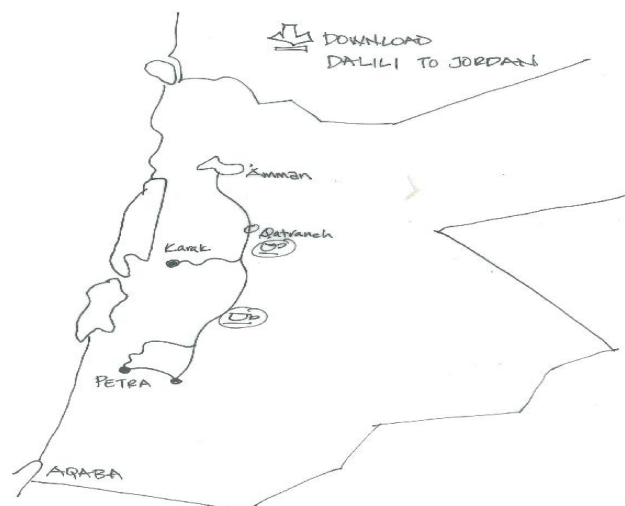
Advertising options such as ads in the Royal Jordanian in flight magazine or airport signage could be explored, potentially as a trade barter agreement with RJ or QAIA. These should include a **QR code** to download the App.

9. PUBLIC RELATIONS/MEDIA

Press Releases should be prepared and distributed to the Travel Trade media announcing Dalili as the first location based App guide for Jordan. Send details of the App to App review sites to try and gain some positive reviews (do not pay for reviews though) e.g. Appstorm and Appadvice. Then Running ads in magazines such as family targeted ads for regional tourist coming in the summer, distributing flyers at Rental Cars, Hotels, Embassies and Restaurants.

Mini maps showing the drive from Amman to Petra should be developed and distributed to tourism business with a link to download the Dalili App for more maps and tourist info, *sketch drawing example.*

The Dalili mascot should have different look according to targeted consumers, e.g. for flyers to rental car companies the mascot could be driving a car, for embassies he should not be dressed as a tourist as expats in Jordan do not consider themselves tourists, etc.



10. ACTION TIME PLAN

The following is an implementation plan for the next 6 months with estimated budgets and KPIs. A review of the strategy is recommended after 6 months. Budgets and time periods could vary according to suppliers and producers.

10.1 INTERNAL

Activity	Implementer	Period	Budget	KPI
Appointment of Digital Marketing staff member	Dalili	6 months	Local salary rate	Achievement of majority of KPIs as follows
Upgrade App to create downloadable version	Third Party App developer	3 weeks	Pro rata Developer costs	Downloadable non-wifi dependent version of App
Develop Website	Third Party web developer	3 weeks	2000JDs (may vary according to different developers)	Increase traffic to site and contact and enquiries by corporate partners
Meet with ISP and mobile networks to explore coop opportunities to include App in Prepaid data	Dalili/ Zain/ Orange/ Umniah	One Month	Co-op deal	Agreement with at least one provider

10.2 BUSINESS TO BUSINESS AND CO-OP MARKETING

Activity	Implementer	Period	Budget	KPI
Creation of Marketing kit for corporate partners	Dalili	1 week	400JDs	Distribution to all hotel groups and targeted

				tourism businesses with a response rate of at least 20%
Seek Partnerships with JHA and leading hotel groups	Dalili/ JHA	6 months		At least 30 coop marketing partners
Creating a walk thru YouTube video	Dalili – through Free Site Tour Software	1 weeks		Show cased to hotel concierge service with a link included in media kit
E-Shots	Dalili/ Siyaha/JITOA/ JHA	3 sets in 3 months	50 JD's each set	To Siyaha/JHA/JITOA databases

10.3 BUSINESS TO CLIENT MARKETKNG

Activity	Implementer	Period	Budget	KPI
Upgrade of FB page to include App download	Third Party App developer	One week	Pro Rata Developer costs	Downloads of App from FB page
Posting on FB fan page	Dalili/Facebook	5-7 times a week for 6 months		At least 1000 fans on FB with an engagement rate of at least 10%
FB advertisements for key travel demographics using targeted keywords- including: <ul style="list-style-type: none"> • Text Ads • Sponsored posts • Mobile Ads 	Dalili/Facebook	6 months with constant adjustments based on analytics	3,600 JDs (150JDs per week)	Conversion rate of at least 2% of respondents
Twitter Account and Management	Dalili/Twitter	Posting 1-2 times a day for six months		Addition of at least 1000 followers
Creation of YouTube channel aggregating Jordanian Tourism	Dalili/YouTube	6 months with at		At least 200 views per video and 50+ subscribers

Content and info/walkthroughs about the App and embedded annotated ads		least 20 videos active		
Coop Marketing Campaigns with Business partners	Dalili/ Partner Hotels and Tourism Businesses	6 months	Co-op costs based on business model	Conversion of at least 5% from ads on partner sites and concierge services
Offline Ads in in-flight magazines/ airport and hotel signage	Media Buyers	6 months	Approx 1000 JD's per add	Mention of ads in customer surveys

10.4 PR AND MEDIA

Activity	Implementer	Period	Budget	KPI
Creation and distribution of press releases targeting travel trade media	Dalili/PR Agency	1 month	Local PR Agency fees	Publication in at least 40% of publications targeted with media values exceeding the PR costs
Send App details to App review sites and tech press seeking positive reviews	Dalili/PR Agency	1 month	Local PR Agency fees	At least 4 positive reviews

10.5 OVERALL KPI RATE

The net result of all of the above should be at least a 250% increase in the current downloads of the App across all platforms.